Evaleen Brave Heart

Chapter 1

The main function and goal of school-and–community relations is to help schools provide students with the optimal conditions for educational success specifically with the aid of the public. School-and-community relations is an important model designed to help create a modified system of “checks and balances” between the school and all the major community partners which included the local and state legislation, community businesses and like organizations, etc. The definition of the school-and community relations as described in the book is to maintain student achievement and create and build support from the public.

There are several parts to the whole when it comes to school-and-community relations that are all equally important is its success. There are specific roles for both the school and public to fulfill in order to produce an effective relationship as outlined by law. Since its is required that the public school system make all public schools accountable for their activities, achievements and administration, it is especially essential that the school-and-community relations have shared responsibility in this relationships. Some of the key pieces are providing public information on the interworking of the school and its programs, successes, and failures; providing an evaluation component for the public to provide input and instill changes, and most importantly engaging staff to daily be mindful of the public’s right to school information on all levels whether that is about achievement in the classroom or community outreach programs.

In regard to this relationship, it is important for the school’s administrator to not only know his or her role but initiate and facilitate the process of school-and-community relations. It has become increasingly apparent that school administrators need to fulfill a public persona in order to be successful. Administrators should be held accountable for knowing and keeping current with public opinion on education and be able to predetermine communities needs based on this knowledge. This skill is especially important for administrators so they can be successful in managing all the necessary tasks needed to keep the school-and-community relations on-going and meaningful.

Administrators also need to be aware of other key components to creating a successful leadership in school-and community relations. There are several mentionable key skills but the most important piece for the administrator is to implement a marketing communications scheme to draw in parents, and community members. While the market for public school has shown an admissions decrease in recent years, administrators need to be actively pursuing avenues for bring in the public and showcasing how their schools can best meet the needs of the students even if this means providing catchy marketing materials like bumper stickers and other incentive like items.